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## *City of Danville, Virginia*

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### City of Danville, Virginia

#### RFP 12/13-026 Request for Proposals

#### River District Branding Initiative

#### 1. GENERAL INFORMATION

The City of Danville is requesting Proposals from qualified firms to serve as the City's general consultant for its River District branding initiative. The selected firm will also be expected to use the research collected for the initial project to subsequently work on branding the entire city. Both branding initiatives will include, but are not limited to, the items described in the Scope of Services. The term of this contract will be for two years, with the ability to renew.

#### 2. SCOPE OF SERVICES

##### A. Purpose

The City of Danville requests proposals by qualified firms to research, create, and develop an implementation plan for a community branding initiative for the River District. Responses to this Request for Proposals (RFP) will provide the City of Danville with the information required to assess, evaluate, and select a consultant based on prior experience, qualification, methodology and approach, and work performed in similarly sized communities. It is important to note that this is a community branding initiative rather than an initiative to brand any one agency or entity. Proposers should be aware that this initiative is a priority for the City of Danville.

The primary goals/objectives to be achieved by the branding initiative include, but are not limited to:

- **Uniformity** - The brand should convey a common message and image to audiences both within and outside of the River District.
- **Community Identity/Pride** – Identify and promote what makes the River District distinct and appealing in a regionally competitive environment for investors, businesses, retailers, visitors, and residents.

- **Community and Economic Development Promotion** – Promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses and creative talent. A defined message that will market the River District locally, statewide, nationally, and internationally as a great place to live, work, and play; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.
- **Flexibility** - The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the City, as well as groups and businesses within the River District in their specific marketing initiatives, while maintaining consistency with the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.
- **Endorsement** - The brand must be authentic and resonate with citizens, businesses, and community groups within the River District and throughout the Danville region in order to gain the broadest possible support for the initiative. It must be relevant to Danville, but also reflect the desire to move forward.

## **B. Eligibility**

The consultant should specialize in project management, research, marketing, and creative design as it relates to development of a community brand. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm with significant experience with community branding initiative. Priority will be given to those firms that have experience with local governments.

The City of Danville desires to issue a contract to a single qualified consultant to lead the project. Consulting proposals based on a consortium approach where more than one firm will provide support within a consulting team are acceptable. Also, the consultant that is awarded the contract must work with organizations hired for urban design standards within the River District and an upcoming wayfinding signage program.

## **C. Background**

Danville is a council-manager, Commonwealth of Virginia charter city that encompasses approximately forty-four (44) square miles. It is located in south-central Virginia along the Dan River and borders North Carolina. The City has a population of approximately 43,000 in the center of a small metropolitan area with a total population of approximately 105,000.

Danville's River District has been the commercial and administrative heart of the city since the 1790s. Danville emerged as an important tobacco manufacturing center in the mid-nineteenth century, as a result of the regional expansion of tobacco production and innovations in its cultivation and processing. Textile manufacturing soon followed and large brick factories were erected along the Dan River. Commercial buildings sprang up along the cross streets that connected Main Street to the tobacco warehouse and factory districts. Retail establishments, banks, hotels, theaters, lodges, and several tobacco factories built from the 1870s through the 1920s give the area its rich architectural character. Suburban growth at the outskirts of the city during the 1960s and 1970s, along with the decline of the textile and tobacco industries during the 1980s and 1990s, caused Danville's downtown commercial activity to fall dramatically.

Like so many other old manufacturing towns that have lost their traditional industries, Danville's population is shrinking, poverty is on the rise, and a growing number of houses and buildings are neglected and abandoned. Job losses associated with closure of major industries have forced many to leave Danville. Reluctant to invest in what they fear may be a city suffering continuous decline, new arrivals to the community are choosing to live outside Danville.

The City has embraced renaissance of its downtown River District as a means of reversing its population decline, building a new economy, and reclaiming its status as a community of economic opportunity and the region's community of choice. The City, property owners, businesses, potential investors, and interested citizens are convinced that a vibrant downtown is critical to the quality of life and the economic well-being of Danville and the surrounding area. The City of Danville in partnership with the Danville Regional Foundation commissioned the River District Development Plan during the Spring/Summer 2011. Following this study, the City conducted the River District Design Guidelines and started Phase I of the public investment by way of a \$2.8 million Main Street streetscape project. Phase II work along Main Street will begin early calendar year 2013. A new digital dome theater along with a new Fire Station will be constructed in calendar year 2013. Private sector investment has begun to follow as small shops, restaurants, a medical practice, and the new YMCA are either in place or will be online in calendar year 2013.

Because of the extraordinary loss of its main industries, the city has been coined as being a "mill town without a mill". Even with the exciting renaissance taking place in the River District, the community continues to have a negative perception of itself. The goal of the City of Danville's community branding initiative is to increase overall awareness and positive perception of this district and also engage the residents and business community in a campaign to market both the River District and city internally and externally as a vibrant, attractive community in which to live, work, play, study, and invest.

#### **D. Services Required**

***Project Management*** – The consultant will lead all aspects of the City of Danville community branding initiative, including the following:

1. *Advisory to the Steering Committee* – This team will be composed of representatives from the City, the Danville Regional Foundation, and community leaders.
2. *Facilitator during the research process and/or testing of the new brand* - Include descriptions of community engagement efforts that will take place during this process. Largely a result of its mill town heritage, Danville does not enjoy a tradition of active citizen engagement. There are also significant socioeconomic and racial divides that may complicate a communitywide branding effort. The consultant will be expected to employ creative means of public involvement to ensure that all segments of the community are aware of and involved in the project.
3. *Research* – Research will be the basis for the development of a brand concept, creative elements and the overall brand initiative. The consultant will create and implement a brand research plan, which may include qualitative and quantitative research to identify the following:
  - List of key stakeholders, groups, or influential individuals, as well as a cross section of citizens and business owners in the River District and not excluding

those throughout the city and those outside of the city that have a vested interest in the branding initiative and need to be involved in the process

- The key elements of the River District and city of Danville's story and identity
- Analysis of current efforts and existing creative elements such as logos, tag lines, and creative designs
- Analysis of competitor marketing strategies
- Measures that will be used to determine if the branding effort is successful.

4. *Strategic Plan* – The consultant will develop strategic objectives that will include implementation, management and ongoing promotion of the brand to include, but not be limited to the following:

- Promotion of the use of the brand among many River District and community agencies, groups and businesses while maintaining brand integrity.
- Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.
- Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness

5. *Creative/Development of Brand* – The consultant will develop creative elements which may include design concepts, logos, messages, tagline, and other products to support the overall brand initiative. **A minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design will be delivered with a style manual and guidelines for use and the capability of use in the following:**

- Print and electronic advertising
- Website design
- Media placement
- Public Relations
- Events
- Templates

6. *Implementation Plan* – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow Steering Committee to understand the approach and work plan. An Action Plan should include, but not be limited to the following:

- Estimated costs/budget associated with the implementation process
- Proposed timelines for development of creative elements
- Recommended positioning logo and brand guidelines
- Implementation plans for brand identity applications and brand identity maintenance plan

7. *Evaluation Plan* - The consultant will develop a plan for ongoing evaluation of the brand's effectiveness and reporting of results of the strategy to the Steering Committee, key stakeholders and the public.

### **3. Questions Concerning the RFP**

All questions should be asked of J. Gary Via, CPPO, Director of Purchasing. Contact information is listed on front page of RFP. Unless specifically authorized by the individual named as the point of contact, no other person is empowered to speak with respect to this RFP. Information from other officials or employees is used at the respondent's own risk and the Partnership is not bound by any such information.

To ensure that all respondents have equal information, written copies of all questions and answers will be compiled and emailed to all recipients of the RFP if requested. Those respondents who wish to receive the queries and answers shall indicate this desire by contacting the contact person via email.

### **4. Submittal**

Respondents should submit five (5) copies to the address below no later than 5:00 p.m. EST, October 10, 2012 to:

J. Gary Via, Purchasing Director  
Purchasing Department-Room 304  
427 Patton Street  
PO Box 3300  
Danville, VA 24543

Proposals received after the deadline will not be considered.

Firms interested in responding to this request must submit a written Statement of Qualifications to include the following information:

- A description of the firm's capabilities and experience conducting similar plans;
- A summary of professional qualifications and experience of the individuals the firm would assign to the project;
- A work sample of a completed project(s) that is representative of the work proposed for the City; and
- Names, addresses, telephone numbers, and e-mail addresses of clients for which the firm performed projects of a similar type and size within the last five years.

### **5. Evaluation procedure**

Each proposal will be based on the following:

- Overall qualifications of the firm;
- Prior experience of the firm, including evidence of recommendations being implemented that resulted in positive outcomes;
- Ability to provide required services as detailed in Section D.
- Qualifications and experience of key personnel to be assigned to the project;
- The overall structure and quality of the proposal; and
- The ability of the firm to initiate and complete the work in a timely manner.
- The City is issuing a Request for Proposals (RFP 12/12-025) for wayfinding and gateway signage simultaneously with this RFP. While the two RFPs will be

reviewed and judged based on the merits of each submission, consideration may be given to a single firm that has the capability to complete both studies.

## **6. Award procedure**

A selection committee shall review the proposals submitted. After each proposal has been evaluated, short-listing procedures will narrow the list of candidates to the two or more best qualified firms. These firms may then be invited to an interview, at which time each will be expected to conduct a presentation on its proposal and to answer questions of the selection committee.

The City reserves the right to reject any or all proposals submitted, and to waive any informality in the proposals. The right is also reserved to award the contract where it appears to be in the best interest of the City of Danville. The City is not responsible for reimbursement of any costs associated with work undertaken by the firm to respond to this RFP.

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**Codes and Standards:** This procurement process is governed by the "PROCUREMENT CODE OF THE CITY OF DANVILLE, VIRGINIA". Copies of the Procurement Code may be obtained by writing the City of Danville, Purchasing Department, P.O. Box 3300, Danville, Virginia 24543.

Minority and/or female-owned businesses are encouraged to apply. The City of Danville is an equal opportunity employer and does not discriminate on the basis of race, color, creed, national origin or against faith-based organizations.

The Firm, its officers, agents, employees, and any subcontractors, in the performance of this Agreement shall comply with all applicable statutes and laws of the United States and the Commonwealth of Virginia, the Charter and ordinances of the City of Danville, and the applicable rules and regulations of the agencies of each. The Firm does not, and shall not during the performance of the contract for goods and services knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.

During the performance of this contract, the Firm agrees as follows:

- The Firm will not discriminate against any employee or applicant for employment because of race, religion, color, sex, or national origin, except where religion, sex, or national origin is a bona fide occupational qualification reasonably necessary to the normal operation of the Firm. The Firm agrees to post in conspicuous places, available to employees or applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
- The Firm also shall not discriminate against any handicapped person in violation of any state or federal law or regulation and shall also post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this additional nondiscrimination clause.
- The Firm, in all solicitations or advertisements for employees placed by or on behalf of the Firm, will state that such Firm is an equal opportunity employer.
- Notices, advertisements and solicitations placed in accordance with federal law, rules or regulations shall be deemed sufficient for the purpose of meeting the requirements of this article.

- The Firm will otherwise comply with all other applicable provisions of local, State, and Federal law.

**Drug Free Work Place:** During the performance of this contract, the Firm agrees to:

- Provide a drug-free workplace for the Firm 's employees
- Post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the Firm's workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- State in all solicitations or advertisements for employees placed by or on behalf of the Firm that the Firm maintains a drug-free workplace
- Include the provisions of the foregoing clauses in every subcontract or purchase order of or over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

"Drug-free workplace" means a site for the performance of work done in connection with a specific contract awarded to a Firm in accordance with this chapter, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession or use of any controlled substance or marijuana during the performance of the contract.

**Indemnification:** The Firm shall indemnify, keep and save harmless the City, its agents, officials and employees, against all injuries, deaths, loss, damages, claims, patent claims, suits, liabilities, judgments, costs and expenses, which may in anywise accrue against the City, its agents, officials and employees in consequence of the granting of this contract or which may in anyway result therefrom, whether or not it shall be alleged or determine that the act was caused through negligence or omission of the Firm or his employees, or of the subcontractor or his employees, if any, and the Firm shall, at his own expense, appear, defend and pay all charges of attorneys and other expenses arising therefrom or incurred in connection therewith, and, if any judgment shall be rendered against the City in any such action, the Firm shall, at his own expense, satisfy and discharge the same. The Firm expressly understands and agrees that any performance bond or insurance protection required by this contract, or otherwise provided by the Firm, shall in no way limit the responsibility to indemnify, keep and save harmless and defend the City, its agents, officials, and employees as herein provided. The Firm shall have charge and control of the entire work until its completion and acceptance by the City.

The Firm shall assume all risks and responsibilities for casualties of every description in connection with the work, except that he shall not be held liable or responsible for delays or damage to the work caused by acts of God, acts of Public enemy, acts of Government, quarantine restrictions, general strikes through the trade, or by freight embargoes not caused or participated in by the Firm. The Firm shall have charge and control of the entire work until completion and acceptance of the same by the City.

The Firm shall alone be liable and responsible for, and shall pay, any and all loss or damage sustained by any person or party either during the performance or subsequent to the completion of the work under this agreement by reason of injuries to persons and damage to property, buildings, and adjacent work, that may occur either during the performance of the work covered

by this contract or that may be sustained as a result of or in consequence thereof, irrespective of whether or not such injury or damage be due to negligence or the inherent nature of the work.

The Firm shall bear all losses resulting from the amount or character of the work being different, or because the nature of the premises on which the work is done is different from what was expected, or on account of the weather, or similar other causes.

**Insurance:** The Firm shall not commence work under this contract until he has obtained all the insurance required hereunder and such insurance has been approved by the City; nor shall the Firm allow any Subcontractor to commence work on his subcontract until all similar insurance has been so obtained and approved. Approval of the insurance by the City shall not relieve or decrease the liability of the Firm hereunder.

- Worker's Compensation including Occupational Disease and Employer's Liability Insurance: The Firm shall take out and maintain during the life of this Contract Workers' Compensation and Employer's Liability Insurance for all of his employees to be engaged in work on the project under this contract in an amount no less than the minimum allowed by the State Corporation Commission, and in case of such work is sublet, the Firm shall require the Subcontractor similarly to provide Workers' Compensation and Employer's Liability Insurance for all of the latter's employees to be engaged in such work.
- Comprehensive General Liability Insurance: The Firm shall maintain during the life of this Contract comprehensive general liability insurance as shall protect him, the City of Danville and its offices, agents and employees, and any Subcontractors performing work covered by this Contract from claims for damage for personal injury, including death, as well as from claims for property damage, which may arise from operations under this Contract, whether such operations by himself or by any Subcontractor, or by anyone directly or indirectly employed by either of them. The amount of such insurance shall not be less than a combination single limit of \$1,000,000 per occurrence on bodily injury and property damage and \$1,000,000 aggregate on completed operations. The comprehensive general liability insurance shall provide the following coverage:

Comprehensive  
Premises – Operation  
Products/Completed Operations Hazard  
Contractual Insurance  
Underground Hazard  
Explosion & Collapse Hazard  
Independent Firm and Subcontractor  
Broad Form Property Damage  
Personal Injury

- Automobile liability insurance minimum combined single limits of \$1,000,000 for any one person and subject to the same limit for each person, \$1,000,000 on account of any one accident. This insurance shall include bodily injury and property damage for the following vehicles:

Owned Vehicles  
Non-owned Vehicles  
Hired Vehicles



- Umbrella Policy. At the option of the Firm, primary limits may be less than required, with an umbrella policy providing the additional limits needed. This form of insurance will be acceptable provided that the primary and umbrella policies both provide the insurance coverage's herein required. However, any such umbrella policy must have minimum coverage limits of \$3,000,000.00.

All policies shall name the City of Danville, its officers, agents, and employees, as additional insured. This coverage shall be reflected on the Certificates of Insurance (including any endorsements or riders thereto), which will be provided to the City. Each Certificate of Insurance shall require that notice be given thirty (30) days prior to cancellation or material change in the policies to the Director of Purchasing.

Written evidence of the insurance required herein shall be filed with the City not later than thirty (30) days following the date of the award of the Contract. A copy of the evidence of insurance shall be filed with the Director of Purchasing.

**Payments to subcontractors:** The Firm shall take one of the two following actions within seven days after receipt of amounts paid to the Firm by the City of Danville for work performed by the subcontractor

- Pay the subcontractor for the proportionate share of the total payment received from the agency attributable to the work performed by the subcontractor under that contract; or
- Notify the agency and subcontractor, in writing, of his intention to withhold all or a part of the subcontractor's payment with the reason for nonpayment.

Individual Firms shall provide their social security numbers and proprietorships, partnerships, and corporations to provide their federal employer identification numbers.

The Firm shall pay interest to the subcontractor on all amounts owed by the Firm that remain unpaid after seven days following receipt by the Firm of payment from the City of Danville for work performed by the subcontractor, except for amounts withheld as allowed in subdivision 1.

Unless otherwise provided under the terms of this contract, interest shall accrue at the rate of one percent per month."

The Firm shall include in each of its subcontracts a provision requiring each subcontractor to include or otherwise be subject to the same payment and interest requirements with respect to each lower-tier subcontractor.

A Firm's obligation to pay an interest charge to a subcontractor pursuant to the payment clause in this section shall not be construed to be an obligation of the City of Danville. A contract modification shall not be made for the purpose of providing reimbursement for the interest charge. A cost reimbursement claim shall not include any amount for reimbursement for the interest charge.

Firms organized as a stock or nonstock corporation, limited liability company, business trust, or limited partnership or registered as a registered limited liability partnership shall be authorized to transact business in the Commonwealth as a domestic or foreign business entity if so required by Virginia Title 13.1 or Title 50 or as otherwise required by law. A Firm organized or authorized

to transact business in the Commonwealth pursuant to Virginia Title 13.1 or Title 50 shall include in its bid or proposal the identification number issued to it by the State Corporation Commission. Any bidder or offeror that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law shall include in its bid or proposal a statement describing why the bidder or offeror is not required to be so authorized.